Starting a Dryer Vent Cleaning Business

"Keeping Families Safe at Night, and Making Money."

Copyright 2012 startadryerventcleaningbusiness.com

All Rights Reserved

About the Author

My name is Donald Jarosz. I have built, owned, and operated a successful dryer vent cleaning business in Western New York. I still own the business today, and it expands every year.

In my years of ownership I watched over 70% of my competition go out of business, while I grew sales and profits each year. How did I do it? First, I worked faster. I found redundancies and inefficiencies in my cleaning process, eliminated them, and reduced my in-home service times by 25%; that boosted my profits 25%! Second, I looked for customers where my competition wasn't: The Internet. With a combination of craigslist, Google, Yahoo, and Angies List, I developed an online presence that provided me with 65% of my new customers. Instead of waiting for my reputation to grow in the community, I went online and grew my reputation myself.

In this ebook we'll examine how to build your business up physically (equipment, supplies, training), how to clean a dryer vent quickly yet accurately, and most importantly, how to dominate your market by getting customers online with methods your competition doesn't know of.

The information you need to make money, and keep families safe is all here. It makes you feel good to help people, but if you want to make a living doing it, you have to do two things that I've seen dozens of failed businesses overlook: work fast, and never stop marketing. When you work fast, you maximize the return on your time. But you won't have families to help if you don't have a consistent, modern marketing routine that continues to feed your business! Master both of these, and you'll have a full schedule of fun, profitable work year round.

© StartADryerVentCleaningBusiness.Com 2013 | Reprinted with Permission

Table of Contents

Table of Contents 3
Getting Started 4
Choose a Business Name 4
Reserve Your Business name and Get a Business License 4
Get an Employers Identification Number (EIN) 5
Open a Business Checking Account 5
Get a local business license 5
Organize Your Business Records 6
Design and Buy Business Cards & Uniform 6
Buy Equipment 6
Miscellaneous equipment 8
The Cleaning Process 9
Marketing 13
Marketing Offline 13
Business Cards 13
Laundromats 14
Dryer Repair Shops 15
Condominium / Home owner Associations 15
Supermarkets 16
Marketing Online 16
Craigslist 17
Website Creation 17
Google Ad Words 17
Google Local Business 19
Online Business Directories 19
Customer Service 22
Phone Calls 22
Emails 23
Final Notes: Putting It All Together 25

© StartADryerVentCleaningBusiness.Com 2013 | Reprinted with Permission

Getting Started

Choose a Business Name

Put some thought into your business name. Your name must be:

1. Memorable.

2. Short.

3. Descriptive.

Of these 3, the most important is that your business name be descriptive. If it doesn't contain the words "dryer vent cleaning", your prospects won't bother to look into using your services.

Reserve Your Business name and Get a Business License

Your first step in starting a dryer vent cleaning business, or any business, is to reserve your business name and get a business license. This makes you a legal and professional enterprise.

The fee for a license in most states is about $50 and is usually accomplished by contacting your Secretary of State where they issue you a Registry Number and reserve your business name within your state. Go here to find the government agency in your state that will issue you your license:

© StartADryerVentCleaningBusiness.Com 2013 | Reprinted with Permission

http://www.business.gov/register/licenses-and-permits/

Get an Employers Identification Number (EIN)

This is essentially a Social Security number for your business for tax purposes. You'll need this to get a business checking account. With your state Registry Number, go here to get your EIN:

http://www.irs.gov/businesses/small/index.html

Open a Business Checking Account

Go to your bank with your EIN and Registry Number. They'll open a business checking account and create some business checks for you on the spot. You now have a business name you can write checks for and receive checks with. By the way, look out for bad checks! Your bank will "hunt down" bad check writers, but will charge a recovery fee.

Offer a 10% discount for cash customers. Later, you will want to obtain a merchant credit card processing account (about $300) to accept credit cards, but for the time being, accept checks and cash.

Get a local business license

Your county most likely requires that you have a business license. Customers may ask to see your license, so keep it in your work vehicle. Google "[your county] business license" for instructions on how to get your license. It's usually $50 and lasts for one

© StartADryerVentCleaningBusiness.Com 2013 | Reprinted with Permission

year at time.

Organize Your Business Records

Keep a filing box. It should contain your registration papers, EIN, checks, and all relevant documents. It should also contain folders for your receipts, as you will soon be buying equipment and supplies.

Design and Buy Business Cards & Uniform

Vistaprint (www.vistaprint.com) has a simple business card creation program. You can buy 500 or so glossy cards for about $40 and they'll show up within about a week. You can also design a polo shirt with your business name on it for about $25. This will help you look professional when you go to your customer's home.

Buy Equipment

There's three critical pieces of equipment that will ensure that you work fast, get quality results, and save your body from unnecessary exertion. The best part is, all of this equipment can fit into a small car, if necessary.

1. Wet/dry vacuum. I recommend Ridgid's 6-Gal. Wet/Dry Vac Model # WD0670 from Home Depot. It's the most compact 2.5 horsepower wet/dry vacuum sold. It will fit in your vehicle, includes multiple attachments and a long hose, and has the power to blow all the lint out of a dryer vent. $46.97
   http://www.homedepot.com/Appliances-Vacuum-Cleaners-Floor-Care-Wet-Dry-Vacuums/h_d1/N-5yc1vZbv79/R-

© StartADryerVentCleaningBusiness.Com 2013 | Reprinted with Permission

202198493/h_d2/ProductDisplay?catalogId=10053&langId=-1&storeId=10051#product_description

2. A Cordless Drill. I recommend the Ryobi 3/8 in. 12-Volt Cordless Drill/Driver Kit, Model # HP612K. This is a great drill for the price. Its lightweight, has a compact design, and comes with a carrying case. It also includes an extra battery so that you can continue working. I make sure I have 2 charged batteries with me at the start of everyday. $49.00 http://www.homedepot.com/h_d1/N-5yc1v/R-100540036/h_d2/ProductDisplay?catalogId=10053&langId=-1&keyword=cordless+drill&storeId=10051#more_info

3. The Gardus LintEater System. What a fantastic piece of equipment. Gardus RLE202 LintEater 10 Piece Rotary Dryer Vent Cleaning System is designed to clean just about every dryer vent system. I have never needed anything else to get the job done. With this system you can clean from inside or outside the home. This definitely comes in handy when you come across a second floor vent, although in most cases I prefer to clean from the outside. Check out the Gardus website, www.linteater.com, however I recommend purchasing the system from Amazon for $28.53, http://www.amazon.com/Gardus-RLE202-LintEater-10-Piece-Cleaning/dp/B0014CN8Y8/ref=pd_bxgy_hi_text_y

I would also recommend getting some LintEater accessories. The 12 foot extension kit (http://www.amazon.com/Gardus-R3203612-LintEater-12-Foot-Extension/dp/B001652LO6/ref=pd_bxgy_hi_text_y) , and the LintCatcher bag

© StartADryerVentCleaningBusiness.Com 2013 | Reprinted with Permission

(http://www.amazon.com/Gardus-R4203613-LintEater-LintCatcher/dp/B000G9WK2G/ref=pd_bxgy_hi_text_z) are both useful, and can be purchased together from Amazon for $52.07. I have had to use the extension kit for most jobs, and the LintCatcher bag is a huge time saver, as it catches all of the lint coming out of the vent. It also makes a great impression on the homeowner because there will be no mess in their yard.

Miscellaneous equipment

You should also have with you a regular and Philips screwdriver, a pair of pliers, and a roll of duct tape. You can buy all of the equipment you will need for about $150. Once you get it, practice on your own dryer vent. Offer to clean your family's dryer vents. The more vent systems you see, the more prepared and confident you will be when you go out to your first customer.

© StartADryerVentCleaningBusiness.Com 2013 | Reprinted with Permission

The Cleaning Process

1. Arrive 5 minutes early wearing your uniform.
2. Greet the customer and make small talk. It helps when he/she makes a connection with you. Make sure to compliment them on their home. Ask them to show you the laundry room and the basement. Also, ask them if they are having problems with their clothes taking a long time to dry or if they are having any problems with their dryer at all. Ask how long it has been since the dryer vent has been cleaned.
3. Assess the length of the dryer vent by going down into the basement and following it to the outside wall.
4. Write down the price on your invoice. It is up to you to choose the final price. This should depend on the length of the dryer vent as well as how long it has been since it was last cleaned. You will also want to take into consideration what your competitors are charging in your area. I have seen prices range from $49 to $150. Generally, I say that anywhere between $75 and $125 is a good price for the service you will be providing.
5. Have the customer complete their name, email and phone number, and sign the invoice.
6. Turn the dryer on.
7. Go out to your vehicle and grab your equipment. I recommend getting a tote to hold all of the small stuff like your vacuum accessories, drill, extension cord, and LintEater system. You can grab the tote and the vacuum all at once so you will only make one trip.
8. Before you go back into the house grab the LintCatcher bag, your drill, and your extension rods with the auger brush (I recommend using a bag from an outside lawn chair to hold your extension rods and brush.) Go around the outside of the house to where the dryer vent comes out. Since the dryer is running, you can feel the airflow that is coming out. This will help you determine how clogged the vent is. You should check this again

© StartADryerVentCleaningBusiness.Com 2013 | Reprinted with Permission

after the vent is cleaned to see how improved the airflow is. Now, attach your LintCatcher bag.

9. Take the rest of your equipment inside the house to the dryer. With the dryer still running, use the lint brush attached to one of the rods to clean the lint trap. Be careful not to stick the brush in too far while the dryer is running as this could damage the dryer. Just stick it in far enough to loosen up the visible lint in the trap. Then turn the dryer off and stick the brush in as far as it will go to get the rest of the lint. Once you have done this, turn the dryer back on to blow that lint out of the dryer.
10. Turn the dryer off and pull it out far enough so that you can get behind. Detach the vent hose from the dryer and attach the vacuum adapter to the vent. This can be fastened tightly with a piece of duct tape. Then connect the hose from the blower to the adapter. Turn the blower on and go outside. Remember to take the tape with you.
11. Now you will need to thread the auger brush onto the end of one of the flexible rods, if you haven't already. I recommend doing this beforehand as you will be screwing in a tiny set screw. Once you have the brush attached there is no reason to detach it.
12. Attach the rod to the drill and make sure that the clutch is set on the mid range, and that the drill is set to spin in the CLOCKWISE direction. If it is in reverse the rods could come apart inside the vent.
13. Stick the brush inside the vent and start spinning slowly. Connect one rod at a time until you reach the opposite end. Make sure to use a piece of duct tape for each connection to ensure that they do not come apart inside the vent. You should spin the drill at a moderate to high speed while using a back and forth motion.
14. The brush should go through the vent fairly easily; if you encounter a situation where the brush will not go in any further you may be at the end of the vent. Go in the house and separate the vacuum hose from the dryer vent to see if the brush has reached the end. If it

© StartADryerVentCleaningBusiness.Com 2013 | Reprinted with Permission

has, Great! If not, then there must be a blockage somewhere in the line. Try to estimate how far the brush is in the vent and see if there is an elbow or bend in the vent. If there is then try getting the brush through once more…but try not to force it too much; you don't want to break your line. If there is not then you must have a blockage in the line. This does not happen very often, but I have encountered various things in the line before, like a sock or small piece of clothing. So the best thing to do is back the brush out and attach the Blockage Removal Tool. This should remove anything that is blocking the line. Once you remove the blockage attach the brush again and resume cleaning the vent until you have reached the end of the line.

15. Once you have reached the end of the vent, back the brush out slowly with your vacuum blower still on. This will help to ensure that you have cleaned the vent out thoroughly. You can back the whole line out altogether or disconnect each section as it becomes available. I prefer to disconnect each section as it becomes available.
16. Once you have backed the line out, zip up the lint bag, put the rods in the storage bag, and go into the house.
17. Turn the blower off, and disconnect the hose from the vent. Attach the hose to the vacuum, and clean up any lint and debris that is in the area.
18. Inspect the Transition Hose between the vent and dryer. Make sure it is up to to safety standards. Plastic and Old Foil Hoses should be replaced with rigid metal hoses. Explain to the customer the safety hazard present, and offer to replace the hose with a new one. Have a couple in your vehicle so that you can present one to the customer and compare to the old one. This is a nice way to make sure that your customer's family is safe and make yourself some extra money. You can charge for the hose as well as the labor to install it.
19. Push the dryer back into place being careful not to damage the transition hose.

© StartADryerVentCleaningBusiness.Com 2013 | Reprinted with Permission

20. Turn the dryer on and go outside to check the airflow coming out of the vent. There should be a noticeable difference now that the vent is cleaned out.
21. Vacuum in front of the dryer and surrounding area.
22. Wipe the dryer and washer off with an all purpose cleaning solvent and a rag from your tote. (You can pickup some magnets for your business cards at any office supply store. I recommend getting some and attaching one to the customer's dryer.)
23. Gather up your equipment from the inside and outside and take it to your vehicle.
24. Prepare your invoice and present it to your customer explaining everything that you did
25. Answer any questions and be sure to explain that this is recommended to be done on a regular basis, preferably once a year. Ask them for their email address so that you can send them a reminder next year.

This concludes the fundamental process of every dryer vent clean. There are many advanced problems that we address in a separate manual, but these basic steps must be followed in this order every time you perform a dryer vent clean. Having a system and sticking to that system cuts down on your time spent per job.

© StartADryerVentCleaningBusiness.Com 2013 | Reprinted with Permission

Marketing

I'll assume that you've practiced on at least 5 houses and have confidence in a system that works for you. Now, let's take our services to the public. There's two basic sources for work that we'll cover here: offline and online. Offline sources are Dryer Repair Shops, Laundromats, Condominium Associations, Homeowner Associations, and Supermarkets. These are brick and mortar stores, clubs, and people that you must personally introduce yourself to and befriend. Online, you will be pursuing marketing sources such as craigslist, Google, Yahoo, and Angies List. There, we will depend on your ability to write compelling ads and websites that get lots of clicks and traffic. At all times you need to be aware of your presence offline and online and continually work to improve your marketing efforts.

Marketing Offline

Business Cards

The first step in your offline marketing is to obtain at least 500 business cards. There's a service online where you can design your own cards and have them mailed to you within a week for about $40:

http://www.vistaprint.com

Your local Staples, OfficeDepot, or OfficeMax also make business cards.

Don't buy too many at first because you may find that you'll make modifications to the wording or add your website url or add services.

© StartADryerVentCleaningBusiness.Com 2013 | Reprinted with Permission

Laundromats

Ideally, you want to minimize the amount of work you do for laundromats because they generally pay sixty percent of what you can get directly from home owners. We call laundromat work "wholesale" work. When you work directly with the customer, this is "retail" work. Good laundromat accounts are worth keeping because they give you steady business all year round. Laundromats are very easy to find. The biggest ones are on the major streets in your town and city. Don't approach them on a Friday, Saturday, or Sunday, as these are their busiest hours. Approach on a weekday afternoon. Ask for the manager or owner…he chooses the vendors. Give a card and ask if they're happy with their current dryer vent cleaner. If they are, say no problem and that you're around if things fall through and they need a back up. Often, though, they'll mention that they're unhappy with their current dryer vent cleaning company and they'll mention why (not available, poor quality, etc.). You'll want to immediately volunteer yourself as a solution to their problem. So if the company they use is often booked up and not available to service them, let them know of your immediate availability. Or if the company often misses small things, let them know that you have a system and a checklist that ensures nothing gets missed. They may ask you to do a "trial" vent. If they insist, give them a small discount of $25 or $40. Do your very best on the trial vent. This is your chance to make an impression and stand out from their current technician. No matter what the result is of your sales presentation, keep it brief, leave a card, and remind them that you are available as a back up to their current dryer vent cleaning company. You can work out a volume discount with them or offer a maintenance schedule so that they are being serviced on a regular basis. Having a clogged dryer vent cuts down on the efficiency of the dryer. It shortens the life of the dryer and causes higher energy bills for the owner.

© StartADryerVentCleaningBusiness.Com 2013 | Reprinted with Permission

Dryer Repair Shops

Dryer repair shops have customers ask for a referral to a good dryer vent cleaning service a lot. Repair technicians will also get called out to check a dryer because the customer is having problems with clothes taking too long to dry or the dryer shutting off early. Oftentimes there is nothing wrong with the dryer; the problem is that the vent is clogged. Repair technicians do not want to deal with cleaning the vent out. You'll want as many technicians in your area to know you as possible. Stop in and quickly introduce yourself and your business. Don't emphasize that you're new. Say that your customers are often asking for a referral to a good dryer repair technician. Take some of the technician's cards and say that you'll hand them out. Hand the technician your cards. He may put them on his table. Explain that you have a detailed process in place, and that you are capable of cleaning long vents. Make sure that you get the extension set mentioned in the equipment section so that you have this capability. It may very well set you apart. You may also want to mention that if they refer to you that you will send them $25 or something like that. Remember they are in business to make money, and this is another way for them to cash in. When they refer to you, do GREAT work for the customer and you'll be the company they refer their customers to from then on.

Condominium / Home owner Associations

Stop by the business office and ask to speak to the office manager. Introduce yourself and tell them about your business. Make a flyer outlining the benefits of dryer vent cleaning and offer a special discount for them. Give them a few flyers and ask if they would be willing to offer them to the residents. Give them a bunch of cards. They may leave them on the desk for their residents if you're lucky. Explain briefly the benefits of getting dryer vents cleaned. Oftentimes, they are looking for stories to put in their newsletter, and this is a great service for them to inform the residents about.

© StartADryerVentCleaningBusiness.Com 2013 | Reprinted with Permission

Supermarkets

I have found supermarkets to be a great place to market this service to an entire neighborhood. Many supermarkets have a community board where you can post your business card or even a flyer. I have found flyers to work best in my area. Take a couple hours and drive around to the supermarkets in your area and tack 5 or 10 flyers up to their board. I guarantee you will get calls as a result.

Hair Salons

Hair Salons are another great business to market to, because they use washers and dryers several times a day to launder their towels. Stop in to introduce yourself to the owner and explain what you do, and the benefits that they will be getting by having their dryer vent cleaned. Create a flyer outlining these benefits and leave it along with your business card.

Child Day Cares

Child Day Cares also use washers and dryers to launder the children's clothes. Once again, stop in to introduce yourself to the owner and explain what you do, and the benefits that they will be getting by having their dryer vent cleaned. Create a flyer outlining these benefits and leave it along with your business card.

Marketing Online

I would estimate that about 65% of my new customers come to me from the Internet. My ability to attract new customers from my website and other online efforts was the most influential factor in my business's success because online marketing requires the smallest investment of time and money when compared to print advertising, radio advertising, flyers, and investing in a high rent facility on a busy road. Here, I'll share with you ways to dominate your competition in the search for customers from the ever-growing source of the Internet.

© StartADryerVentCleaningBusiness.Com 2013 | Reprinted with Permission

Craigslist

You've received a craigslist guide with the purchase of this ebook. Get your craigslist ad online ASAP. Of all the online and offline resources, craigslist offers the very best return on investment: it's free and gets hundreds to thousands of clicks per month!

Yes, craigslist is crowded and yes the prices are low there. But there is plenty of money to be made still. Do not get in a price competition—you can't win. Get in a **quality** competition. Do the small things that establish yourself as a high quality service that people can trust: place photos, describe your processes, link to a website, use proper spelling and grammar, include testimonials, and post an ad that is graphically attractive.

The kind of customers you want do not trust the $49 dryer vent cleaners on craigslist. Their prices are suspiciously low and their presentation is so poor that they are worried to have them in their house. There are lots of customers willing to pay $125+ on craigslist, and if you present yourself professionally, they will be calling you.

Website Creation

You also received instruction on how to create a website with the purchase of this ebook. Read the directions and get your website online as soon as possible. It should include lots of pictures, descriptions of your processes, your prices, and your contact information. Put your website address on your tshirts, business cards, and even your work vehicle. Link to your website from your craigslist ad. You will want to get as much traffic as possible to your website. Here are some effective methods that worked well for me:

Google Ad Words

This is paid advertising on Google for terms like "Pittsburgh Dryer Vent Cleaning" or "Dryer Vent Cleaning in Denver." It might cost 50 cents to a dollar per click, but I found that the

© StartADryerVentCleaningBusiness.Com 2013 | Reprinted with Permission

investment is well worth it. On average, I would spend about $10 in clicks until I got a paying customer. The average paying customer paid me about $100. My materials cost on the job including gasoline was about $10. My advertising cost was $10, obviously, so my profit was $100 - $20 = $80. **Spending $10 to make $80 is a no-brainer, and a good reason you should fund a Google Ad Words campaign.** Go to http://google.com/adwords and follow the directions there to start your campaign.

You will want to select the following keywords:

Dryer Vent Cleaning

Dryer Cleaning

[your city] vent cleaning

[your city] dryer vent cleaning

[your city] dryer cleaning

Consider all the cities in your service area (generally you should be willing to drive about 30 minutes from your home to any customer) and advertise for all of those cities. You may find that you are advertising for as many as 20 keywords after you have selected all your cities.

Set a budget of about $10 per day and supply a credit card or bank account that will fund your campaign. When you bid on each individual keyword, be sure that you are paying enough per keyword (50 cents - $1 or even higher) to be on the first page.

© StartADryerVentCleaningBusiness.Com 2013 | Reprinted with Permission

And put some thought into the ads that you write. Here's a suggestion:

Pro Dryer Vent Cleaning

Expert Dryer Vent Cleaning

See website for photos

http://www.yoursite.com

Google Local Business

Google actually offers a free spot to businesses that sometimes ends up on the first

page…for free. Most dryer vent cleaning companies don't know about this. But the ones that do get lots of free leads. The section is called the Google Places. Listings are free. Just follow these instructions to create your Google Places entry:

http:// www.**google**.com/**placesforbusiness**

If you live in a medium to large sized city, you probably will not get immediately listed

on the first page. Encourage your customers to post reviews on google and you will climb the listings. If they mention that they found you on google, email them the following day asking for an honest review of your service. Offer a $10 gift card to a local restaurant for honest

reviews. Or give them a discount on their next service. Reviews are extremely effective in attracting clicks and you should do everything to encourage your customers to post them.

Online Business Directories

There are many free directories that allow free listings. Putting your site in these

directories helps your search engine rankings and creates more websites where your

© StartADryerVentCleaningBusiness.Com 2013 | Reprinted with Permission

customers will find your link:

http://yelp.com

http://local.yahoo.com

http://merchantcircle.com

http://yellowpages.com

Go to each of these sites and follow the directions to add your business. Each entry takes about 5 minutes.

You should be asking your customers where they found you (from a friend, yahoo.com, google.com, etc.). If they mention that they found you on any of the above directories, ask them to fill out an honest review of your company for the directory. Reviews are critical for success in free directories. The companies with the most reviews get the most clicks.

www.Angieslist.com

About 25% of my customers came from angieslist.com. It provided me with the highest income, highest paying customers with the nicest houses. My customers liked my service enough to give me 60+ reviews that propelled me to the top of the list in my city.

Create an entry for your dryer vent cleaning service here:

https://company.angieslist.com/Registration/Registration.aspx

Angies List is a $40 a year service that allows its members to access a directory of

© StartADryerVentCleaningBusiness.Com 2013 | Reprinted with Permission

businesses trusted by the Angies List community. Only paying members can post reviews, so there's no faking. When a customer mentions he/she found you on Angies List, give your very best service because they may post a review to the List about you. Once you get some momentum with Angies List customers, you will have a reliable source of high quality customers that you can depend on all year long.

© StartADryerVentCleaningBusiness.Com 2013 | Reprinted with Permission

Customer Service

Providing a great dryer vent cleaning service is ultimately your product, but if you don't provide great customer service you won't be getting the referrals and positive online reviews that will grow your business.

Always give your customers the best experience possible from beginning to end. Answer emails quickly. Always answer the phone (new customers don't leave voicemails…they just call your competitors when you don't answer). But if you do get a voicemail, answer it immediately. Show up early. But if you're late, call to let them know why and when you will be arriving. Shake their hand. Make small talk. Befriend them. Write down all their specific concerns. At the end of the service, ask them if they have questions about keeping their dryer running efficeintly, etc.. Thank them for their business. You are offering them a great service that will help keep their family safe at night.

Phone Calls

Answer all phone calls like this:

"[State your business name], this is [Your name]." For example: "Superior Dryer Vent Cleaning, this is Mark."

Sound positive and eager to begin a conversation.

The most common question you will get is: "How much to clean my dryer vent." Be very

© StartADryerVentCleaningBusiness.Com 2013 | Reprinted with Permission

careful about your answer, because every vent is different and should be priced differently.

And you should have your price menu memorized, as you will be asked on the spot for

this information daily. Here's the order of questions you should be asking:

1. **How old is your house?** Here, we can determine the condition of the venting, and get an idea of how clogged the vent may be. An older house will most likely have more build up inside the vent than a newer house even if they have had the vent cleaned before.

2. **Do you have any specific concerns like clothes taking too long to dry, dryer shutting down too early…anything like that?** This is the most important and revealing question you can ask, because it reveals the true reason the customer is calling you. Listen carefully to their answers.

The second most common question you will get is "When can you come out?"

You will need to keep your schedule and a pen with you at all times. If you have a

smartphone, keep your schedule there and add reminders 30 minutes before each

appointment. Otherwise get a small pocket scheduler from a general store. People will call you at home, while eating, while driving…at all times of the day. You must keep your schedule with you. Be willing to work on Saturdays because many of your customers work Monday through Friday and don't have time afterward. Saturdays, I have found, fill up quicker than any other day of the week.

Emails

Answer emails as soon as possible. A lot of customers will send the same email requesting pricing, availability, etc. to multiple dryer vent cleaning companies. The company that responds

© StartADryerVentCleaningBusiness.Com 2013 | Reprinted with Permission

first usually gets the business. Have all of your emails forwarded to your cell phone to improve your response times.

Every email response should have this format:

“Thanks for contacting us, [customer name].

[email response]

Joe Smith

Superior Dryer Vent Cleaning

555-555-1212

http://superiordryerventcleaning.com”

Always address them by name in your first sentence and always have your “signature” at the bottom of your emails that contains your name, company name, phone number, and website address.

© StartADryerVentCleaningBusiness.Com 2013 | Reprinted with Permission

Final Notes: Putting It All Together

Let's review the steps to getting your dryer vent cleaning business off the ground:

1. Get your business license and checking account.

2. Buy supplies. I've indicated every piece of equipment you'll need and where to buy it.

3. Practice, practice, practice how to clean a dryer vent. Practice on your friends' houses, your family's houses, etc. until you are confident you can do a detailed, professional job. Pack your equipment, go to their home, set up your equipment, and perform the detail on their property just as you would a real customer. Time yourself. Note things that you can improve on and make an effort to master these problem areas.

4. Print business cards and distribute to local businesses in your area.

5. Get your craigslist ad online.

6. Get your website online.

7. Clean, Clean, Clean. You'll become a better dryer vent cleaner and marketer with practice.

It might take a month to get your first paying customer. Until then, read and reread this Ebook. Dryer Vent Cleaning is not a particularly sophisticated or complicated skill. Within about 6 months, you will have encountered and resolved 95% of the challenging issues out there. Your confidence will grow, and that confidence will come across to your customers. But there will be a growth period where you make mistakes: technical mistakes, marketing mistakes, and customer service mistakes. Mistakes make you better! Stay positive and keep your enthusiasm. I wish you luck.

© StartADryerVentCleaningBusiness.Com 2013 | Reprinted with Permission